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NEW CREATIONS IN GLADIOLI

AND A SELECT LIST of STANDARD
VARIETIES OF IRIS, AMARYLLIS,
GLADIOLI AND OTHER BULBS

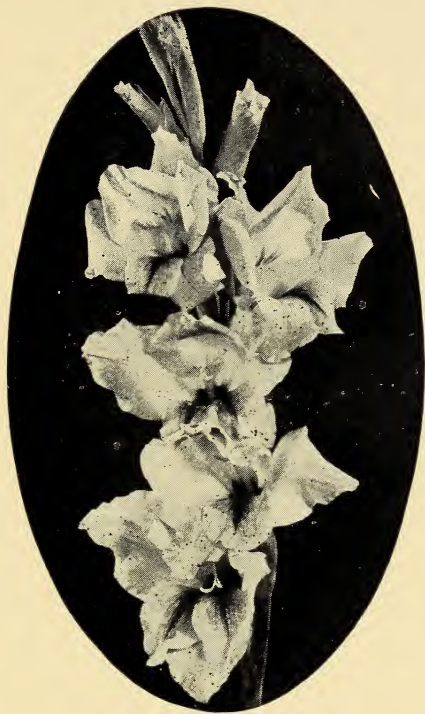


An Enterprise for Beauty

CECIL E. HOUDYSHELE
LA VERNE, [LOS ANGELES CO.] CALIF.

1926

Gladiolus Los Angeles



*Color: Shrimp pink tinted orange
with orange tinted carmine throat*

Introductory

This is the second annual edition of our catalogue of "NEW CREATIONS IN GLADIOLI." Before that we confined our plant activities to the wholesale cut flower business and the sale of bulbs locally. Our own creations, although frequently offered very attractive prices, we refused to sell. We even refused the opportunity to sell the entire stock of Los Angeles for \$10,000. Much time has also been devoted to hybridizing, growing and selecting seedlings.

The descriptions given here represent our honest opinion. We do not want to over-praise or under-praise. To do the former would be conceit, and we all know the folly of underestimating our own product. We feel that so far we have been quite conservative in our valuations, as we are constantly receiving letters in which unstinted praise is given our flowers. Not a single line has been received expressing disappointment. We sold the Los Angeles to a few growers last year on a "money back" basis if not satisfied. *Not one* has expressed dissatisfaction. The Los Angeles was considered worthy of two first prizes at the annual show of the American Gladiolus Society in August, 1925.

We are pleased to offer you the result of years of effort to produce more beautiful flowers. They were produced as a result of our own love for beauty and because we hope to give pleasure to those who also love beauty. The desire for financial profit has never been a part of our purpose except so far as to make this enterprise self-sustaining and to provide for the comfort and welfare of those whom we thought loved us. If you give us liberal patronage this year we hope to establish our enterprise on a sound financial basis. So far we have lost rather than made money. We give you our promise that this enterprise shall be chiefly concerned with the creation and dissemination of more beautiful flowers. If permitted, this shall be our service. We will call it "An Enterprise for Beauty."

And what enterprise can be more important? Since man dwelt in the original garden his soul has delighted in the contemplation and creation of beauty. It is as neces-

sary to the development of the soul as food is to the development of the body. It is our recompense for toil and for the sordidness of everyday life. Born of this necessity came the genius of Praxiteles, Beethoven, Shakespeare and Burbank. Long before art had added anything to our treasures of beauty, we had the beauties of nature, chiefest of which are flowers. Thus flowers are the most primitive and the most necessary requirement of our esthetic nature. When death claims our loved ones, flowers are the most effective expression of the sympathy of our friends. When tragedy overtakes us and those we love forget us; when despair worse than death ravishes our soul and darkness covers our lives, the light of their beauty can still shine through and save us.

Surround your home with beautiful flowers and there, at the close of day, you will find in your garden rest and refreshment for your soul; in the mornings a renewed inspiration. To your children you will bequeath a more wholesome attitude toward life and an ability to enjoy it. You will attract friends for yourself and help to develop your community.

CECIL E. HOUDYSHEL

TERMS OF SALE

PRICES are given for one bulb. The price per dozen, unless otherwise noted, is ten times the price of one.

POSTAGE is prepaid by us.

REMIT BY P. O. OR EXPRESS MONEY ORDER OR BY CHECK. We cannot be responsible for currency or loose change sent in an envelope. We cannot accept stamps unless it is impossible to remit in any other way.

SIZE OF BULBS. We usually send No. 1 bulbs with a few down to one inch mixed in. The latter are considered by all experts to be the better. We therefore reserve the privilege of sending anything between one and two inches in diameter. If you prefer larger sizes we will try to send them. If you prefer smaller ones, you are wise, and we will try to please you. Some varieties like CREPE make few large bulbs.

PREMIUMS

We always enclose a gift, if it be only a single bulb of a single variety ordered. As we fill orders for any amount you can readily see that this policy sometimes makes us

lose money on small orders. If you have but twenty-five cents to spend we want you to have your flowers and we will fill your order, although we cannot make a profit on an order for less than \$1.00.

For every order amounting to \$5.00 and for every multiple of \$5.00 sent us we will include free one bulb of the Los Angeles.

GUARANTEE

We guarantee our bulbs to be true to name and to reach you in a healthy growing condition. In case they do not prove to be so we will replace the same free of charge. We accept no responsibilities beyond that. If you do not accept them on those terms the bulbs must be immediately returned and your money will be refunded.

Note—A few Los Angeles are mixed in several of the cheaper commercial sorts and especially in the mixtures. When you get one that way, be thankful and say nothing.

NAMES OF FLOWER LOVERS

are wanted. When you order, send us a list of one or one hundred. We will try to show our appreciation.

AN INVITATION

Elbert Hubbard attributes to Emerson the thought that if a man preaches a better sermon, or writes a better poem, or makes a better mousetrap, though his home be in the wilderness the world will make a beaten path to his door. We are producing more beautiful flowers. Many visitors come to see them. We want you to come. Our store is in the dwelling and someone is always there to wait on you.

The road map on page 17 shows you our location. For special appointment telephone or write.

VISITORS ARE REQUESTED NOT TO PICK FLOWERS

CECIL E. HOUDYSHEL,

LaVerne, California.

CUT FLOWERS

In season we sell, both wholesale and retail, cut flowers of gladioli, tulips, daffodils, freesias and many others. The gladiolus Los Angeles is without doubt the most fashionable and popular pink variety.

CULTURE OF THE GLADIOLUS

No long explanation is needed as the culture of the gladiolus is very easy. They should have full exposure to the sun although very good results may often be had in partial shade. In a border they do very well planted among shrubs or other perennials in groups, provided they are able to lift their tops into the sun. They rather like the ground to be shaded. If not well shaded it must be well mulched or cultivated. Gladioli require plenty of water, especially when blooming. In California we should irrigate them about once a week. If a good heavy mulch is on the ground, either loose soil or vegetable material, watering less often may do but keep them growing.

In field culture we plant in single rows about one foot apart or double rows eighteen inches apart. The bulbs should be twice their diameter apart and from two to four or five inches deep, depending on the size of the bulb and the nature of the soil.

The two most common errors are, first, to sprinkle the ground until it looks nice and wet on top but the moisture does not penetrate to the roots, the only place it can possibly do good. The sprinkler should throw a fine spray for several hours. Sprinkling by hand is usually very harmful. The other error is in not keeping a loose mulch on the surface. If the ground is permitted to bake or become hard on the surface, one cannot succeed. Give plenty of water while blooming. The best way to irrigate is by a trench at the side of the row. Let the water run slowly for several hours.

In the East failure often results by not applying moisture artificially when the rainfall is scanty.

INTRODUCTIONS FOR 1926

ROSE O' CALIFORNIA. A lovely rose pink flower of almost self-color. There are a few light dots and lines in the throat. The flower is quite large and open, the stem medium in length. It is a very rapid multiplier, produc-

ing an abundance of large cormels. Price \$10.00 per bulb.

SENORITA LUISA. A seedling of Crepe, resembling it in having its character color, which is much darker than that of its parent, put on in fine, irregular, crepe-like lines. This color is very hard to describe, but reminded me of the brunette loveliness of a Spanish maiden's complexion, touched with pumpkin rouge. The flower is larger and more open than crepe. The stem has a good length and is strong. The bracts surrounding the unopened buds, and the stem, are very dark, shading into black, and harmonize beautifully with the flowers. The variety probably possesses very good commercial possibilities. Price \$10.00 per bulb.

SUNNY SONNY. A very tall primulinus hybrid, often over four feet. The stem is strong and straight. The flowers, altho small, are well placed and abundantly produced and so vivid and warm in their autumn tints as to give them exceptional value for florists' use. As an experiment we have sold a few bunches to florists and on our next delivery invariably met a request for more. The color of the three upper petals is vivid orange suffused with pink. The lower petals are yellow with an orange carmine tongue. Price \$5.00 per bulb.

INTRODUCTIONS OF 1925

Be sure to read elsewhere a few of the favorable comments upon our 1925 introductions. Especially note the rating given by the eminent authority, Mr. Chas. E. F. Gersdorff, of Washington, D. C.

LOS ANGELES. This is our masterpiece, the "cut and come again" gladiolus and the nearest ever-blooming that has been produced. Please read our article elsewhere in this booklet about "Everblooming Gladioli."

DESCRIPTION. Shrimp pink tinted orange, with an orange tinted carmine throat. It is one of the most fascinating colors to be found in flowers. Rich and glowing, yet refined. It is especially suitable to the use of florists and is already the favorite in the Los Angeles market, where it commands the highest price. It grows an exceptionally long and strong stem, multiplies rapidly, producing new bulbs occasionally even in the axils of the leaves. Bulblets produce salable spikes the first year, if well grown. Bulblets planted August 10th in 1925 were blooming freely by September 20th.

The most important characteristic of the Los Angeles is its habit of sending up a new spike from the old stub after the first is cut. This happens of course only when the culture conditions continue favorable after blooming the first time. These second growth spikes under proper care are produced freely enough to make a good display of flowers in a bed of them for about double the usual blooming period.

The importance of this character in a gladiolus when planted for its landscape value is readily seen. It is enhanced likewise by the branching habit, which the Los Angeles possesses to a more marked degree than any other variety. In rich, well fertilized soil, and planted a foot apart, a good bulb will usually produce three stalks, and every stem produces so many side branches that the plant almost resembles a shrub.

The Los Angeles won two first prizes at the annual show of the American Gladiolus Society at Rochester, N. Y., in August 1925, although not shown in perfect form.

We have further reduced the price, which was already the lowest that has ever been placed on a novelty of such merit, because we want every flower lover to grow the Los Angeles and to love it as we love it. We want to build our reputation on the Los Angeles. Price per bulb, 75c; three for \$2.00; per dozen, \$7.50; per 100, \$60.00.

If you grow commercially, send for wholesale price on this great gladiolus.

LAVERNE. *Primulinus grandiflora* type. A beautiful yellow with a rosy pink flush quite pronounced on the edges and tips of the petals and a deeper blotch in the throat. This is a very useful florists' flower. The flowers are individually very beautiful and combine very effectively in a bouquet. The stems are exceptionally long and strong, often growing over five and one-half feet high. Price per bulb, \$1.00.

CREPE. A ruffled *primulinus* hybrid that is quite distinct from the ordinary *primulinus* type. The color is a lovely coral pink with a salmon tone. The throat is a deep ivory upon opening, which turns to white. This is not a blotch but is really the ground color of the flower, the prevailing pink color being put on over it in fine crinkley lines which do not reach the center. This gives it an appearance resembling crepe. This color marking is very unique and the flower is exceptionally dainty and pretty.

It grows about three feet tall, the stem being very slender and graceful. Very early. Bulbs are rather small. Price per bulb, \$1.50.

MARY JANE COOLE. *Primulinus grandiflora* type. Peach blossom pink with a darker throat blotch, tinted with orange which is very pronounced surrounding the blotch. The flowers are large, well arranged and so close together that one does not at first notice that any *primulinus* ancestry is indicated. Very fine for cutting. A very rapid multiplier. Price per bulb, \$1.00.

GOLDSTONE. A very large rose pink flower, up to over seven inches in diameter. The flowers glisten like the gem goldstone, whence the name. The flowers are rather far apart and only about two out at one time, but owing to its large size this does not seem objectionable. The petals also are very long, not rounded as in the more conventional types. Height about three feet. We have had to raise the price of this variety twice in order to keep any stock to plant, and even then we sold every large bulb last year. Price per bulb, \$10.00.

SEÑOR ESPRIDION. A lovely rose in color, rather lighter than our other rose colored varieties. This makes a magnificent plant, growing five to six feet high with good culture. The top is so very heavy that unless planted deep it will fall over. One year we planted our bulbs nine inches deep and every one stood up. Many flowers are open at one time.

We sold a very few only of this variety under another name last year but withdrew it. If you have bought a variety of ours which is not listed here, write us and we will give you the new name. We lost practically all the stock of one variety. Price per bulb, \$5.00.

A SYMPOSIUM OF OPINIONS

GERSDORFF'S REPORT. (Note: Mr. Gersdorff conducts the test garden in Washington, D. C., in which he rates or grades on a percentage system the new varieties that are offered. He is one of our most eminent authorities on the value of a *gladiolus*. Only sensational varieties ever rate over 90 per cent.)

Washington, D. C., October 15, 1925.
Mr. C. E. Houdyshel, LaVerne, Calif.

Dear Mr. Houdyshel: Owing to a long period of cold dry weather following planting of test stocks, very few bloomed and some died out entirely.

I did not note the new habit of bloom of the Los Angeles, that of forming new spikes on the stub of the spike that was cut, and I suppose must wait for a more normal season to see this. It did however form two or more spikes per bulb. LOS ANGELES rates Exhibition 94, Commercial 97, Landscape 98. This is one of the nicest things I have seen. MARY JANE COOLE, *Primulinus Grandiflora* type, rates, Exhibition 97, Commercial 97. LAVERNE, *Primulinus Grandiflora* type, rates Exhibition 93 and Commercial 95. All these belong in my select Super-Glad list.

CHAS. E. F. GERSDORFF.



NEW "CUT AND COME AGAIN" GLAD

Seems too good to be true, but a few bulbs I had for trial last summer (1925) amazed me with their performance. This is the new glad, "Los Angeles."



WHO'S WHO IN THE GLAD WORLD

The originators of standing and reputation must be taken into account. Such names as Diener, Kunderd, Kemp, Austin, Coleman, Fischer, "Gladiolus Bill," Wright, mean a great deal. Now come some new breeders who promise to put these older ones on their mettle. For instance the slogan, "Keep your eye on Decorah," means something. Then too C. E. Houdyshel, John C. Davis, F. C. Hornberger, Briggs Floral Co. and others are doing good work.

From "SOME GLAD IDEAS," by J. D. Long, gladiolus grower, Boulder, Colorado.

If you want to know how to make money growing glads in either a large or small way, send Mr. Long ten cents for postage on his booklet, "SOME GLAD IDEAS THAT HAVE HELPED ME," Second Edition. It is worth \$5.00 but is free.

"The Los Angeles has just bloomed and is a beauty."

J. D. LONG.

A few days later: "More Los Angeles spikes are out, and I am still more impressed with it. It is a 'hum-dinger'." J. D. LONG.

Mr. Long has original and unique methods of expressing his ideas. This with his enthusiasm, coupled with honesty and sincerity, may explain his great success.

Mr. Long bought \$500.00 worth of the Los Angeles.



My Los Angeles glads have been beautiful and satis-

factory every way. One bulb had eleven spikes and two bulblets bloomed. My eight bulbs planted two weeks apart gave me flowers to cut for some time.

MRS. M. A. GREER, Calif.

I want to say how delighted I am with my one bulb of Los Angeles. I cut the fifth bloom off the one bulb today and it is as fine as lots of first blooms of some glads. I had the first bloom to show at the Canadian Show in Hamilton. It was shown there by only one other person. Mine was prettier. I certainly want more stock.

Wishing you continued success with this beautiful flower,

NELLIE M. STOCKFORD, Gladiolus Grower,
Guelph, Ontario, Canada.



The Los Angeles, I think, is the best pink out today.

E. M. GARRISON,
"The Fenwick Gardens," Quinton, N. J.



Last spring I purchased twelve bulbs of your Los Angeles and I thought you might be interested to know the results.

The bulbs were planted May 12th and the first bloom appeared August 2nd. All twelve bulbs grew nicely, tall, sturdy, and all but one perfectly straight. I doubt whether the "cut and come again" feature would materialize here as our season is so short, but there are already several second growth blossoms almost as large as the first. (Sept. 1.)

I am altogether pleased with them and they have attracted considerable attention from visitors to my garden.

H. L. TRASK, N. H.



December 14th, 1925.

Mr. C. E. Houdyshel, LaVerne, Calif.

Dear Mr. Houdyshel: I have long intended to write a few lines about your Gladiolus Los Angeles, which we have tried out in the "GARDEN BEAUTIFUL" of this prison for the first time this year. We planted the bulbs which you sent us in a long row along a walk passing the photographer's gallery and main office building. The results of this planting really exceeded our expectations, for we have been having blooms right up until a few days ago.

The color is very similar to the rose "Los Angeles" originated by Mr. Howard, of Los Angeles. Needless to say, the blooms caused considerable comment both from the prisoners here and the many visitors who use the walk. We had many inquiries as to the name and originator of the "Los Angeles." Next year we expect to plant your gladiolus in a bed we have directly under the visitors' balcony. We do not plant anything in this particular bed until we have tried it out for one year and often two years, since the bed is the most conspicuous one we have here in the "GARDEN BEAUTIFUL," and one in which the gardeners take especial pride.

I am sorry I am unable to send you a photograph of our "Los Angeles" bed, but next year I shall try to make a special point of having a picture taken so that I can show you that there is one kind of life at least which seems to take kindly to prison walls.

Very truly,

PATRICK TYRONE.

The "GARDEN BEAUTIFUL" of San Quentin Prison deserves the attention of all who are in a position to donate flowers. Write to Patrick Tyrone, the Inmate Secretary.



We purchased a few Los Angeles this summer. They developed wonderful blooms lasting for weeks, as well as so many stalks. There are nine stalks on one bulb and seven on two.

MRS. H. W. MORRIS, *Oregon.*



Dear Mr. Houdyshel:

I have seen your wonderful introductions in bloom both in my trial garden and at the Rochester Show. Let me assure you it went over big and was the center of attraction at the show. I have tried out a great many glads for other growers but I have yet to see one that can start to pass the Los Angeles. It surely is a wonder. Also LaVerne is going over big here. I had more visitors here in the last two weeks than any other year, and all went crazy over the California introductions. * * Senor Espiridion is a gem of beauty. It went over big in my trial plot and I could have sold many bulbs.

GARRET K. VANSICKLEN (Prominent Grower)
Long Island, N. Y.

THE CALIFORNIA GLADIOLUS SOCIETY

This is an association of professional and amateur growers and lovers of gladioli. Its purposes are to boost gladioli and to encourage the production and dissemination of superior varieties, and to spread among its members all known information on the subject.

Every member receives the Year Book. You will get catalogues from every grower in the state and many from outside. A monthly news letter contains "Questions and Answers" department.

Free ticket to any show or lecture that may be put on.

The cost of membership is only \$2.00 per year and you get a mighty big value for it.

But that is not all you get. I want the honor of adding one thousand more names to the membership. It will be a great advertising stunt for me. Therefore to every one who will send me his \$2.00 for membership, I will present one bulb of the Los Angeles free. If one thousand or more join through me before June 1st, in addition to this I will give to one out of every five, one of my other originations. This free distribution will include bulbs of several varieties. Send your membership fee with your order.

THE FLOWER GROWER

of Calcium, N. Y., is highly recommended to all our friends. Send me twenty cents for a sample copy. Per year \$2.00; three years, \$4.50.

EVERBLOOMING GLADIOLI

The possibility of producing an everblooming gladiolus has long intrigued the plant breeder, yet no one until recently has claimed to have made a step in that direction. There has not even been a suggestion as to how it might be attained.

The desirability of extending the blooming season of the gladiolus is very evident. About the only objection we ever hear voiced against the gladiolus is the short blooming period of a single bulb. When a bed is planted for its landscape value, two or three weeks of bloom is not sufficient reward. This is in part overcome by the fact that the bulbs do not bloom exactly together, and if mixed sizes be planted a much longer display is made.

We have given considerable thought to the problem of producing an everblooming gladiolus, or at least of extending the blooming period. To many this has seemed impossible of accomplishment. Before proceeding further it might be well to define and limit the possibilities of the term. If you will accept my definition of the term "everblooming," which is necessarily somewhat liberal, I believe I can show some possible lines of development which might lead up to an everblooming type. First, one must remember that the top of a gladiolus is an annual and it could not possibly, therefore, continue to bloom perennially. Second, the gladiolus plant, and every other plant too, must make a certain growth and must have become a mature individual before it can bloom, which is the first step of the sexual reproduction of a plant. Therefore we never use the word "everblooming" in a strictly literal sense, but rather attach a technical meaning to it. For how could a plant which is a mortal being bloom forever?

The best we can expect then is to produce a gladiolus which will begin to bloom after maturing sufficient leafage to support itself, and thence continue to bloom until the plant demands its normal resting period. At this time it ripens its corm and cormels and the leaves begin to turn yellow. If the hybridist can approximately double or treble the blooming period he has done all that is possible.

Having defined the limitations on the everblooming habit which the nature of the gladiolus sets, let us proceed to consider the lines of development the hybridist must follow to attain any success. His efforts must take a direction that it is possible for the plant to go. One cannot teach a snake to fly, a fish to give milk, nor an apple tree to yield nuts. A peach tree could be evolved, however, that would bear an edible nut or seed kernel.

The Montbretia suggests one promising line of development along which the gladiolus might, because of its close relationship, be able to go. A bed of Montbretias can very well remain in bloom for several weeks or even months, and could no doubt be developed so that after beginning to bloom they might continue through a temperate zone season. The means employed by the genus *Tritonia*, to which most of the so-called Montbretias belong, is this: The original corm, when planted, sends out underground runners or stems that develop new corms, which in turn produce other corms, each generation also

giving their spikes of bloom. The *Montbretia* and the *Gladiolus* both belong to the order *Iridaceae*, hence it seems not impossible to make the *gladiolus* do the same thing.

The *Gladiolus* like the *Montbretia* reproduces itself vegetatively by sending out an underground stem from the base of the bulb. These stems branch and every branch has a terminal bud which can develop into a cormel. The difference between the two genera is that the *Montbretia* develops corms instead of cormels, and these rapidly become mature and bloom the first season. I do not know how many generations of blooming corms may thus be produced, but the important thing is that more than one can be, hence the character can be developed by breeding and the blooming period greatly extended.

I do not know if any other plant breeder has ever thought to breed the *Montbretia* with this end in view. That I am doing so may seem an admission that should be guarded as a professional secret.

Occasionally a *gladiolus* will produce a cormel that develops into a mature, blooming bulb the first year. Some varieties in fact do it rather frequently. But this tendency seems not to have developed any importance in the hands of any breeder, certainly not in mine. They seem not to go very far in that direction and the blooming spikes produced are usually low and hidden by surrounding plants and not produced abundantly enough to give the effect of continuous blooming.

Another pertinent factor lies in the lasting qualities of each individual flower. This is important to the desired end, when combined with other factors. It is very important for other reasons, too, that the flower petals have a thick, leathery texture that will not wilt quickly, and colors that are not affected chemically by intense light or heat rays. Some varieties that are very beautiful on first opening will fade to a less attractive color later. Others become blotched or spotted. Often large or small areas lose all their color and the effect is quite unattractive. I do not know whether the cause has been investigated, but it is very likely due sometimes to changes in cell structure which allow the color pigments to escape, while fading of colors may be due to a more even cellular disintegration or to a chemical reaction in the color pigments, probably the latter. The lasting quality of each individual flower

surely has a bearing on the length of time a plant will remain in bloom.

Having a small bearing, at least, is the length of the blooming spike and the consequent number of flowers produced. There is a great variation in this. Some otherwise very worthy varieties produce only a very short, stubby spike with only a few flowers. Other varieties which are able to produce nice long spikes will only do so under the most favorable conditions. The length of time a spike will remain in bloom depends in large measure on the number of buds on the stem and the rate at which they open. Many hybridists proudly claim for their varieties that ten or even nearly all the flowers on the spike open at once, but that in my opinion makes the variety less desirable. It is nearly useless for the florist because the spike cannot last long enough. Such a mass of color, too, does not make up artistically in any sort of floral construction, although a single spike by itself or a bed of them outdoors might look very nice. We prefer three to five out at one time. They are more graceful. The artist prefers dainty touches of color rather than great gobs of it. We could imagine a gladiolus with a flower spike so extremely long that it might remain in bloom as long as a hollyhock. Some plants will have ripe seed pods and flowers on the same stem. Such extreme lengthening of the stem would of course be ungraceful in the gladiolus, but it may be long enough to produce at least twenty florets without loss of gracefulness.

The last factor I discuss, I think is the most important of all. I refer to the branching habit. Many varieties branch freely, some producing as many as three or four branches. This considerably lengthens the blooming period, and would do better if the branches would develop less simultaneously.

At least four of the five factors I have named thus far are already possessed in a degree by previously existing varieties. But one wholly unique possibility presented itself to me about the year 1913. I discovered a plant at that time which produced corms on the side of the stem, sometimes even above ground. Probably all growers have observed the same thing, especially among primulinus hybrids. They were located, of course, in the axil of the leaf. How natural to perceive the possibility, by growing seedlings of that plant, that some time in succeeding generations there might occur another mutation in which the

modified stem (corm) might become an unmodified stem that would develop at least when the first stems were cut.

No one ever dreamed before very seriously of a "cut and come again" gladiolus. By this phrase we refer, of course, to the ability of a plant to produce a succession of blooming branches, if a flower, or perhaps an edible stem if a vegetable. The term is an old one and we are not giving it any new meaning. The "cut and come again" habit would seem more difficult to develop in a monocotyledon (as in the gladiolus) than in a dicotyledon. The latter possesses a cambium layer which is able to produce adventitious buds anywhere on the stem and usually branches more freely from a node. Dicotyledons (or exogens) are represented by such familiar plants as apples and most common fruit trees; roses, strawberries and blackberries; beans, peas and other legumes; portulacas; carrots, turnips, cabbage and mustard; dahlias, sunflowers and all compositae. The higher forms of dicotyledons are usually free-branching. If the main trunk be cut off it branches below the cut and forms a new plant. The possession of a cambium layer makes it possible for a bud to form at any point, from which a new trunk or stem can develop.

The monocotyledons are not so free-branching. A list of them will show that. We have here the arums, orchids, pineapple, Iris family (including gladioli, montbretias, ixiads, etc.), amaryllis, lilies, onions, pansies, grasses, bamboos and palms. Although some of these branch freely, the branches can only start from a joint, and do not often attain the prominence of a main stem or trunk.

In gladioli some varieties send out two or three branches from the main stem. My discovery of two or three varieties, mostly *primulinus* hybrids, which were able to produce corms at their lower joints, as well as branches, suggested to me that these plants possessed an unusual degree of cell activity in the leaf axils and that by breeding and selection this activity might be developed until a resulting variety would be able to reproduce its main stem after cutting the first. It could only do that because of its ability to branch freely. Many varieties already known would branch at the upper nodes but none had the habit of branching very low down on the stem.

My experiments in breeding gladioli have extended

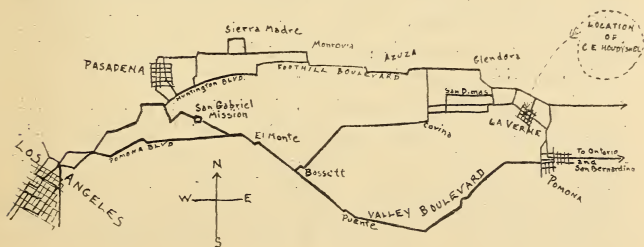
over about fifteen years' time. I have raised millions of seedlings. The results obtained can best be explained by referring to the gladiolus Los Angeles, which represents the culmination of my efforts and is, I believe, the nearest possible approach to an *EVERBLOOMING GLADIOLUS*. I have never exactly measured the length of time a plant, bed or field remains in bloom, but I have cut flowers from one patch for between two and three months. This is, of course, approximate. It just about represents all the time there is left in a temperate zone season after the gladiolus has begun to bloom. But what it will do in a temperate zone season remains to be determined. I have the semi-tropic season and have gladioli in bloom today, January 20th.

The Los Angeles possesses most of the qualities which tend to lengthen the blooming period. The petals do not burn or become blotched or faded in the hot midsummer sun. The texture of the petals is ideal. The blooming spike is exceptionally long with about the limit in the number of florets. The spike is so long that one should break off the tips when cut and used for floral decorations when the lower flowers first open. Cormels often grow to maturity and bloom while still attached to the mother corm. A good-sized bulb will produce three to eight or more spikes. One man writes me he got eighty from twelve bulbs. I usually get about two or three in field culture when planted close. Planting close seems to reduce the number of spikes developed and as a result gives longer, better spikes for cutting. But the real superiority of the Los Angeles results from its development of the branching habit. I have counted nine branches from one plant and have ten reported. In it has also been developed the "cut and come again" habit. If the original main stem is cut, a large portion of them will quickly throw out from the stub a second growth stem terminating in a spike. Sometimes two second growth spikes develop on one stub. These are not always produced, of course. Plenty of leaves must be left on the plant, and the culture and moisture conditions continue favorable for producing bloom. If the corms are planted too close, the ground and lower portion of the stems are shaded, and there is rather little branching and very few second growth stems. When conditions are favorable, enough second growth

stems are produced to give a continuation of the blooming period for at least double the ordinary length of time.

I believe the nature of the gladiolus rather restricts any further extension of the blooming period. If it is possible, however, the Los Angeles will probably be the parent of the variety possessing this merit. Personally I am mostly interested in breeding a race having the general characteristics of the Los Angeles with a variation in color and markings. Unfortunately the Los Angeles produces few seeds and little pollen. This often results from breeding for a character that is not exactly compatible with the natural tendency of the plant. But its seedlings seem to possess an unusually high percentage of good varieties; enough indeed to compensate for the difficulty of getting seed.

I have claimed for the Los Angeles that it is a new type, a "cut and come again" type; or, if it seems fair to apply a liberal interpretation to the term, an "everblooming" type. As such it is entitled to rank with other new types which have appeared in the past, the Childsi or large-flowered type; Ruffled, Lacinated and other important types. Some of the other types have been the product of mutations which occur frequently and have occurred almost simultaneously among the seedlings of many breeders while the "cut and come again" mutation has probably occurred but once and it represents the deliberate, step by step operations of but one breeder. This mutation of course may occur again, either by chance or by development. If it does, it is sure to be recognized, as I have now called attention to it.



The above map shows how you may reach La Verne by either the Foot-hill Boulevard or the Valley Boulevard. Road signs on either road direct the motorist to the center of the City of La Verne, which is marked by a Flag-pole. At the Flagpole turn west and proceed about a mile. My home and gardens are on the left or south side of the road. Should you be approaching La Verne by the road from San Dimas you will reach my place before reaching La Verne. It is about half a mile east of the Bonita High School.

Iris

*Between the silver lights of cloud and lake
Veiled iris flow'rs in regal splendor wake,
And morn's bright dewdrops from their petals shake.*

*They are June's princess flow'rs, and dawn's soft light
Has roused them gently from the sleep of night
All clad in lavender and gold and white.*

*Between the golden lights of East and West,
Sweet leaf on leaf, and plumy crest on crest,
Unfold in secret wonder, sun-caressed.*

*I pause awhile in this pure realm of theirs,
Forgetful of the world, its clouds, its cares,
Soothed by the spell the noontide stillness bears.*

*Fair flow'rs of legend and of classic grace,
From dream worlds old they come, and for a space
Their beauty charms the solitary place.*

—Miriam North.

IRIS

There are very few "do's" and "don'ts" in Iris culture. Plant very shallow about one or two feet apart. They prefer plenty of sunlight but do quite well in partial shade. With me that exquisite Iris Isolene does better in a shady place. Do not use any fertilizers or manures. Any kind of soil is suitable, with sandy soil the least desirable. They can be transplanted at any time, but this is usually done soon after blooming or in the fall. I have quite good success during every summer month.

When planting cover the rhizomes very lightly, not over one inch. If they appear dry and withered when received, they will grow, but must be given very little water until growth starts. Most failures with iris, especially in starting dormant roots, is from rotting as a result of over-watering. Iris will not stand much flooding, even when growing vigorously.

The varieties of Iris which appear in this catalog are listed as follows. The name and date after each variety refers to the originator and date of introduction, when known. The numerals before the name refer to the rating

given that variety by the American Iris Society. I offer no variety with a rating under 7. A rating of 10 denotes perfection. Thus 9.1 is equivalent to 91 per cent.

Abbreviations: "S," standards or upright petals. "F," falls or lower petals. "Pog." after the name denotes that this is a bearded iris (Pogoniris).

The following short list of Iris will satisfy most amateurs. If you want rare, high-priced sorts, send for a special list of those I have. It will be ready about April:

A. E. KUNDERD, Pog. (Fryer 1917), S. yellow-bronze tinged magenta; F. magenta-red tinged bronze, base of petals reticulated yellow.....	35c
ALBICANS, Beautiful early white.....	15c
AMAS, syn., <i>Macrantha</i> , Pog., wild in Asia Minor. S. rich blue; F. violet.....	25c
AUNT RACHEL, Pog. (Fryer), S. white tinged violet; F. pansy violet edged with white, reticulated white from center to base. Yellow beard. Very fragrant, 24 inches	50c
BERCHTA, Pog. (G & K), S. olive-buff slightly flushed violet; F. dahlia purple reticulated white, edged olive buff	25c
CAPRICE, Pog. (Vilm. 1904), S. rosy red; F. deeper, large flower, 24 in.	25c
CARTHUSIAN (Mar. 1906), S. beautifully crinkled light lavender-blue; F. darker blue with brown markings at base, large	75c
CATERINA, Pog. (Foster 1906), lavender blue and lilac, very large and beautiful, 48 inches.....	25c
8.9 CRIMSON KING, Pog., Dark claret-purple. An ever-bloomer here. Each, 25c; doz.....	\$1.50
DARIUS, Pog. (Parker 1873), S. yellow; F. lilac, margined white, rich orange beard. 30 inches.....	25c
DEMI-DEUIL, Pog. (Denis), S. amber yellow, heavily veined and dotted deep purple; F. white-veined and dotted deep purple. Plicata.....	50c
E. C. SHAW (Fryer), S. light claret; F. claret veined and shaded black. 24 inches.....	\$3.00
HELGE, Pog. (G & K), S. lemon yellow; F. deeper, orange beard, 24 inches.....	25c
7.3 HER MAJESTY (Perry 1903), S. rose pink; F. bright crimson, shaded darker, 24 inches.....	35c
7.8 IRIS KING (G & K 1907), S. clear lemon yellow; F. rich maroon bordered yellow, 24 inches.....	50c

- 8.6 ISOLENE, Pog. (Vilm. 1904), Pale lilac, slightly flushed yellow; F. purplish old rose. Orange beard, 30 inches35c
- 8.0 JACQUISIANA, Pog. (Lem. 1840), S. coppery rose deepening to a bronze throat; F. rich velvety crimson-maroon. Golden beard, 30 inches.....35c
- 8.1 JUNIATA, Pog. (Farr 1919). Very effective. Light blue with orange beard.....25c
- KASHMIRIANA, S. white, slightly washed lavender, stout leathery texture; F. same and at right angles...50c
- KOCHII (Syn. Atropurpurea). Rich claret purple, 30 inches15c
- 8.2 LOHENGRIN (G & K 1910), S. mauve; F. Chinese violet. Free bloomer, 33 inches.....35c
- 7.9 LORELEY (G & K 1909), S. lemon yellow; F. ultramarine bordered with cream.....35c
- 7.6 MAUVINE (Dean 1909), S. mauve; F. a few shades darker, tall and free flowering.....50c
- 8.1 MESOPOTAMICA, S. soft blue; F. violet-purple. Early. Possibly not hardy in cold climate.....\$1.00
- MME. CHEREAU, white, elegantly frilled, with wide border of clear blue15c
- MRS. FRYER, Pog. (Fryer 1917), S. white shaded heliotrope; F. purple-crimson, with lighter shade border and white veins from center to base; orange beard. 32 inches\$1.50
- MRS. HAYES (Fryer), S. rich yellow; F. velvety maroon-red, shaded violet in center. 24 inches...\$1.00
- 6.8 MRS. H. DARWIN (Foster 1890), S. White; F. slightly reticulated violet. Early, 24 inches.....25c
- MRS. J. S. BRAND (Fryer), S. pink bronze, edged with light yellow; F. mahogany red.....\$1.00
- 8.2 MT. PENN, Pog. (Farr 1909), S. lavender-rose; F. crimson-lilac; deep orange beard. 30 inches...\$1.00
- NADINE. Light shade of claret. 36 inches.....\$2.50
- OTHELLO (Lem). Dark blue-purple bi-color.....25c
- 8.8 PALLIDA (grown since 1600), S. lavender; F. lavender with rosy tinge.....25c
- 7.9 PARISIANA (Vilm. 1911), S. white ground, dotted and shaded lilac purple; F. white, frilled at edge with lilac. 30 inches35c
- 7.8 PERFECTION, Pog. (Barr 1880), S. light blue; F. dark, velvety violet-black with orange beard. 38 inches35c

7.2	PRINCESS VICTORIA LOUISE, Pog. (G & K 1910), S. sulphur-yellow; F. rich plum, bordered cream. 30 inches	25c
7.4	QUEEN OF MAY, Pog. (Salter 1859). S. and F. lovely soft rosy violet, almost pink. 32 inches.....	25c
	RED GLORY, Pog. (Fryer), S. bronze-yellow; F. velvety maroon-red; orange beard.....	\$1.50
	REV. SMITH, Pog. (Fryer), S. bronze-crimson; F. maroon-red; yellow beard	60c
	REV. WIRTELE, Pog. (Fryer), S. purple-bronze; rich velvety purple, lighter toward edges; orange beard..	75c
8.4	RHEIN NIXE, Pog. (G & K 1910), S. pure snow white; F. rich purple with white border; orange beard	50c
	SIBYL, S., blush; F. bright rosy red. Orange beard..	35c
	SQUALENS ARNOLS, S. rosy bronze; F. rich velvety purple	35c
	STORM CLOUD (Nene d'Orage). Flowers are a gray-blue slate with bronze shading. F. darker purplish color. Very vigorous grower.....	50c
	SWERTII, S. and F. white, frilled blue; petaloid stigma lilac	35c
	TAMERLANE (Vilm.). Large purple flowers.....	35c
8.4	TROOST, Pog. (Denis 1908). S. deep rosy purple; F. paler veined violet changing to brown in upper part. 24 inches	\$2.00
7.5	VIOLA, Pog. (Foster 1913). A neat, strong growing Cengialti hybrid.	
	WALHALLA (Intermediate iris). S. lavender; F. wine red	35c
	W. J. FRYER, Pog. (Fryer). S. large yellow; F. maroon with yellow border, center overshadowed violet. 30 inches	\$3.00
	WYOMISSING, Pog. (Farr 1909). S. creamy white, suffused soft rose; F. deep rose base, shading to flesh-colored border	50c

IRIS COLLECTIONS

No other grower in the whole world, so far as we can learn, is offering such superior varieties in collections at such a low price. We reserve the privilege of slight changes in varieties included in collection, but any substitute will be of equal or greater value.

Ten varieties including Caterina, Isolene, Loreley, Lohengrin, Pallida, Mme. Chereau, Queen of May, Perfection, and two others; price.....\$2.00

Twenty varieties including the above-named and the following: Iris King, Tamerlane, Her Majesty, Fro, Squalens Arnols, Wyomissing, Juniata, Berchta and four others; price\$4.50

Thirty varieties including, in addition to the above. Rhein Nixe, Carthusian and other very rare and beautiful sorts. Price\$7.50

In the following sets we cannot name the varieties, as they include, besides those already mentioned, many of the rarer sorts of which we have only a small surplus and when out of one kind we put in another. We always dispose of a surplus in this way, no matter how high-priced the variety. We often include varieties worth several dollars each. We guarantee that you will be pleased. If you are not, return the collection and we will return your money.

FORTY VARIETIES, price.....\$12.00

FIFTY VARIETIES, price.....\$17.00

SEVENTY-FIVE VARIETIES, price.....\$40.00

ONE HUNDRED VARIETIES, price.....\$80.00

All are labeled and mailed Postage Free. Only good-sized rhizomes in a growing condition are included.

AMARYLLIS FAMILY

An *Amaryllis Johnsonii* made a florist of me. Since possessing the first bulb I have been a constant collector. Naturally the collection is a fine one. Bulbs from the best growers in England and America are included. Some of them cost originally as high as \$25 each.

Amaryllis should have the full sun, good rich soil, plenty of water. A mulch of manure will induce a thrifty growth. *Amaryllis* can be transplanted at any time.

A. *Belladonna*, pink flowers which appear in late summer before the foliage. Each.....25c

- A. *Solandriflora*, small but attractive flowers, white with cerise markings, quite fragrant.....50c
- A. *Solandriflora* Hybrids, very pretty flowers variously marked white to red, fragrant. Each.....50c
- A. *Mephistopheles*, deep dahlia red. A seedling of Burbank's *Martinique*, which is itself a cross between the Mexican fire lily or *A. Formosissima* and a *Hippeastrum*. I paid \$25.00 for the original bulb of this. Price each\$2.00
- A. Mixed hybrids. These were selected by me from Burbank and other famous growers, and represent the world's best. Very large flowers, up to 8 inches, nearly pure white to scarlet and dark red, the latter colors predominating. Each\$1.00
- A. *Halli* (*Lycorus squamigera*), lilac pink shaded blue. Flowers precede the foliage as in *A. Belladonna* and *N. Sarniensis*. Each.....25c
- A. *Formosissima* (*Sprekelia Formosissima*). Brilliant crimson flowers. Each20c
- A. *Equestre*, Barbados Lily. A native of tropical America. Large bright red flowers. Easily grown. This and other varieties of the *amaryllis* should be planted in California and the South in place of tulips, which do not do well here. Each.....50c
- Ismere Calathina*, large pure white, deliciously fragrant flowers. Each25c
- Nerine Sarniensis*, the Guernsey lily. Brilliant pink flowers, appearing before leaves in the late summer. Wonderfully delicate and beautiful. Each.....25c
- Chlidanthus Fragrans*, beautiful bright yellow flowers. Each15c
- Pancratium Carribaeum*, beautiful white fragrant flowers, which resemble the *Ismene*, foliage grey green. Each25c

CRINUMS

These very beautiful members of the *Amaryllis* family have been sadly neglected. Everyone who loves beautiful bulbs should form as complete a collection as possible at once. Some object to the large size of the bulb and plant. That is an objection only when very limited space is available.

Although *Crinums* are natives of the tropics, they are hardy with some protection in the milder temperate

regions. They should be tried as far north as Missouri or Southern Pennsylvania. It is advised to plant about 12 inches deep and near a wall, or cover with leaves or soil in the winter.

As the bulbs will last for years when dried off, it would seem that in colder countries they could still be grown in the garden and stored in the winter.

The flowers, though differing widely in the details of their form, are in general tubular, more or less lily-like, and fragrant.

They are borne in a many-flowered umbel well above the foliage.

Crinum Capense Alba, beautiful umbel of about a dozen white flowers, grey-green leaves appearing rather unkempt unless well cared for; very hardy. Ea. 50c

C. Capense Rosea, pink flowers. Each.....50c

C. Hybridum, Burbank's hybd. Very large, long tubular white flowers, very much like *A. Belladonna*. Each\$2.50

C. Hybridum, C. E. Houdyshel. Very deep rose pink flowers, the nearest red of any *crinum*. This is by far the finest we have ever seen. In the nursery row it is continuously in bloom, often even until Christmas. It should prove moderately hardy in temperate climates. Each\$3.50

C. Hybridum, J. C. Harvey. A lovely hybrid of *Moorei* X *Kirkii*, partaking in habit of both parents. Rose pink flowers. Very much like *A. Belladonna*. Each\$1.00

C. Kirkii, large white flowers with a reddish-purple stripe down the center of each petal on the outside, which shows through and gives the flower a pink tinge on the inside. The very beautiful wavy-edged leaves form a perfect rosette. The entire plant has a very rich tropical appearance. Each.....50c

C. Kunthianum, native of New Granada. Flowers dull white, tinged rose red, produced abundantly. Each50c

C. Moorei, from Africa. Does best in partial shade. The whole plant is of a very beautiful form, flowers clear pink. Each50c

C. Powellii Rosea, a very popular and beautiful hybrid with pink flowers resembling a lily; hardy. Ea. 50c

C. Powellii Alba, white flowers. Each.....50c

C. Sp. unknown. The smallest crinum in my collection and one of the most beautiful. White flowers flushed with pink and a central darker pink stripe. Very free bloomer. Each50c

CANNAS

For a rich, tropical effect nothing can surpass the Canna. The luxuriant foliage and gaudy flowers suggest the mental pictures we have formed of Central American jungles. We are planting them among our Avocado trees together with other plants like the Caladiums, Crinums, Xanthosomas, Poinsettias, or the fancy grasses, etc. Later if we can have a few lily pools, gold fish and some gaudy-plumaged parrots we will feel like a million dollars.

But in California many do not appreciate the beauty of Cannas. Too many know the Canna only from the sort their neighbors seek to give them; the tall, narrow-leaved, small-flowered sorts on which old flowers wither up and remain clinging to the calyx. The best sorts are not so tall, have broad green or bronze leaves with immense trusses of flowers up to 8 inches or more in diameter that fall when they wither.

Cannas do well either in full sun or partial shade. They are greatly improved by abundance of water, cultivation or a mulch and fertilizer.

You can purchase Cannas from me at any time. They can be readily transplanted even while blooming.

Candelabre, 5-ft., fiery scarlet, good bloomer, new.....25c

Cheerfulness, beautiful bright fire-red or deep orange flowers25c

Fiery Cross, 5-ft. large, vivid scarlet shading to crimson; foliage blue-green15c

Firebird, 4-ft., glistening scarlet flowers in immense trusses25c

Gaiety, 4-ft., vermilion and gold.....25c

Hungaria, 3½-ft., rose pink, very popular.....15c

Jane Addams, 4½-ft., true-bright buttercup yellow....15c

King Humbert, 4-ft., bright orange scarlet, streaked crimson; magnificent purple bronze foliage.....15c

Mrs. Alfred F. Conard, 4-ft., the best salmon pink variety; very beautiful15c

Nokomis, 5-ft., large vivid crimson flowers, the richest and darkest of bronze foliaged cannas; foliage emerald green and bronze.....25c

Rosea Gigantea, 3½-ft., large flowers, rose to carmine pink	25c
Statue of Liberty, 7-ft., flame-red flowers, new.....	25c
Stuttgartia, 5-ft., orange scarlet edged golden yellow, marbled light scarlet	25c
The President, 4-ft., rich glowing scarlet flowers, 7 in. in diameter; the best red.....	25c
Venus, 4-ft., gay rose-pink flowers with creamy-yellow border; great bloomer	15c
Windsor's Colossal, 5-ft., vivid scarlet flowers, the size of a dinner plate; the largest-flowered Canna.....	25c
Wyoming, 7-ft., orange flowers, very large; purple foliage; very showy	15c

TRITOMAS

Tritomas, or "Red Hot Pokers," produce a very striking and rich effect in the garden. Where high color effects are desired they are very useful. Give them a rich soil and plenty of water.

T. Express, a dwarf yellow.....	50c
Houdyshel Hybrids, yellow, orange and red in dwarf, medium and giant sizes.....	50c

MISCELLANEOUS

Lilium Regale, Burbank's strain. This is Mr. Burbank's description: "A new hardy garden lily from Western China. Large handsome white flowers produced year after year in abundance, with a faint tinge of primrose yellow in the throat and the outside of petals deep rose; height 3 to 5 ft. After raising millions of lilies I pronounce this one of the most beautiful and satisfactory." Each

50c

CULTURE HINT

Practically all plants do very well when planted in a depressed basin filled with mulch. Irrigation consists of filling up the basin occasionally. In the case of trees and shrubs we make a ridge about one foot high extending as far out as the outermost branches and fill with water slowly from a hose or hydrant. This method is ideal for the application of manure as a mulch. Cannas, Amaryllis, etc., planted in depressed beds and given applications of manure while growing give wonderful results. Do not use manures on gladioli or iris.

STANDARD VARIETIES OF GLADIOLI

The following list is made up from the world's best varieties. By attending the great 1925 show of the American Gladiolus Society at Rochester, N. Y., last August, I had the opportunity to select the best. The fact that I assisted in judging speaks for itself regarding my ability to make such a selection.

Prices in this list or elsewhere are per single bulb. One dozen for the price of ten. One-half dozen, same rate. Sizes are over one inch and usually one and one-fourth up unless noted. Over one inch is called "large bulbs." One-half to one inch are "medium." "Small" are less than one-half inch in diameter. Small bulbs often bloom very satisfactorily if planted early and kept growing. They give a better increase than large bulbs. Very large flat bulbs are not desirable.

SUBSTITUTION. It seems logical to substitute in the absence of the patron's expressed disapproval. If you object, make it known. If I substitute varieties, it will be something of equal or greater value, or if the nearest thing has a smaller value, something else will be added to more than make up the difference in value.

The name of the originator is given thus: (D) Diener; (K) Kunderd, etc. Primulinus hybrids are indicated thus (Prim).

A revised price list containing other varieties and possibly omitting any of these we are sold out of will be sent out later in the season. **ORDER EARLY.**

ADELIN KENT (D) Ruffled. Delicate rose pink, ranging from flesh to deep rose on the edges of petals. Throat is straw color with ruby dashes. one of the most beautiful.....50c

ADORABLE (Prim) An adorable shade of pink. Fine for cut flowers10c

ALICE TIPLADY (K—Prim) Orange saffron color 10c

ANNA EBERIUS (D) Deep Rhodamine-purple shading into deep bordeaux center. The variety, Henry Ford, which was thought to be an improvement, is not so good because of the placement of flowers on the stem, which is inartistic. Small, 15c; medium, 20c; large25c

ANTHONY B. KUNDERD (K) Ruffled. Rich cream color suffused light pink. One of the finest new sorts35c

ARABIA (Hinkle)	One of the finest things I saw at the A. G. S. Show at Rochester. Dark mahogany red, almost black flowers, in a long spike.....	\$1.00
ARIZONA (K)	A beautiful large rose pink flower.....	10c
BARON HULOT (Lemoine)	Dark violet.....	10c
BERTREX (Austin)	Beautiful white with pencil stripe in throat	5c
BLACK PANSY (K)	Richest dark red with pansy markings in throat. Medium size bulbs that will give fine spikes	20c
BLUE JAY (Groff)	Light blue, large white spot on lower petals with yellow center.....	15c
BUTTERFLY (K—Prim)	Ruffled. A delicate salmon pink. Very fine for cutting.....	10c
BYRON L. SMITH (K)	White lightly suffused mallow purple, deepening to edges. Throat Marguerite yellow	20c
CAPT. BOYNTON (Boynton)	White suffused lavender. Deeper lavender blotch on lower petal. One of the best shown at the A. G. S. Show at Rochester in 1925	50c
CARMEN SYLVA (Prestgard)	A wonderfully fine white	15c
CRIMSON GLOW (Betscher)	Glowing red scarlet.....	10c
CRINKLES (K)	Ruffled. Deep peach blossom pink	50c
DELICATE (Prim)	Fine pink variety, very useful for cut flowers	10c
DIENER'S AMERICAN BEAUTY (D)	American Beauty rose color, throat cream striped with ruby	50c
DOROTHY WHEELER (K—Prim)	Clear rose pink. A wonderfully beautiful and delicate color. A valuable florists' flower	20c
E. J. SHAYLOR (K)	Ruffled. Deep rose pink, penciled rose red in throat. One of the most beautiful varieties ever produced. Be sure to grow it. Medium, 5c; large	10c
	One-half inch or over.....	5c
ELIZABETH TABOR (Hinkle)	One of the most sensational new varieties. Blooms 45 to 50 days from planting, making it a most desirable market sort. Tall straight stems and large, very beautiful flowers which are rose pink on a white ground and a crimson throat blotch.....	50c

EVELYN KIRTLAND (Austin) Rose pink with a scarlet blotch in throat. An old variety but one of the most lovely still	10c
FIRE QUEEN (Prim) Brilliant scarlet, very vivid and colorful	15c
FLORA (Velthuys) Naphthalene-yellow, throat suffused barium yellow	10c
FRANK J. SYMMES (D) Geranium pink.....	15c
GENESEE (Davis—Prim) one of the beauties I met at the A. G. S. Show at Rochester, N. Y. Pure pale yellow, large flowers, perfect in their placement on the stem. A strong grower and always erect. Exquisite in floral construction. Only one thing to criticize about it and that is, like Los Angeles it should have been introduced at a higher price..	25c
GOLD DROP (K—Prim) Marguerite yellow, deepening to primrose-yellow	15c
GOLDEN MEASURE (Kelway) Straw yellow. The best yellow gladiolus, very tall and strong. A splendid variety	15c
GOLIATH (Velthuys) Dark purple maroon.....	25c
GRACEFUL (Burbank) Lovely rose pink flowers. Very rare	25c
GRETCHEN ZANG (Austin) La France pink shading to geranium pink on tips of petals. Lower petals blotched rose doree	5c
HERADA (Austin) A clear lovender mauve, large flowers. A valuable florists' flower. Good medium size that blooms well, 8c; per dozen.....	75c
HOHENSTAUFFEN. Cream white flushed pink. Crimson blotch in throat	10c
IDA VAN (K) Brilliant orange-red flowers, short stem	5c
ILLUMINATOR (Hinkle) First-class certificate from the A. G. S. Brilliant carmine red, faintly suffused blue	50c
JACK LONDON (Diener) Light salmon with vermilion stripes	25c
JACOBA VAN BEYREN (Heemskerk) Violet self-colored. A new and very beautiful variety from Holland. Won the greatest prize at the Rochester Show, 1925	50c

JAP LADY (Prestgard)	One of the finest new things I have seen. Bishop purple with blackish blotch in throat	\$1.50
JEWELL (Zeestreten—Prim)	Salmon pink with a golden yellow throat	25c
KING OF THE BLUES (Grullemans)	A well named variety	\$1.50
LORD NELSON (Prim)	Not just another prim but a very rare and lovely pink one	15c
LOVE'S FIRE.	Brilliant scarlet tinged orange a fine red	10c
MAIDEN'S BLUSH (Gruellmans—Prim)	A delicate flesh pink color that is very attractive. Very early	10c
MARY PICKFORD (K)	Delicate creamy-white tinted primrose in throat. Calyx and stem white. Winner of many honors and awards. Small, 8c; medium, 12c; large	15c
MING TOY (K—Prim.)	Very beautiful buff flower with yellow throat	20c
MISS HELEN FRANKLIN (K)	Ruffled. White with rhodamine-purple blotch in throat.....	5c
MME. MOUNET-SULLY (Lemoine)	Milk white with a throat blotch of primrose yellow, overlaid by carmine	40c
MRS. ARTHUR MEEKER (K)	American Beauty rose	25c
MRS. DR. NORTON (K)	Lovely shade of pink with yellow throat. One of the best new varieties. special price bulbs, medium, 5c; large.....	10c
MRS. F. C. PETERS (Fischer)	Lavender pink, resembling a cattleya orchid. Very beautiful.....	35c
MRS. FRANK PENDLETON (K)	Bright rose pink with large pansy-like carmine blotch in throat. This is my favorite among the older sorts and one of the most beautiful yet. Special, medium size bulbs, 5c; large	10c
MRS. LEON DOUGLAS (D)	Ground color begonia rose striped with flame and brilliant scarlet. Lip pale lemon slightly speckled with ruby. Very large flowers. One of the very choicest.....	\$1.00

MRS. H. E. BOTHIN (D)	Ruffled. Geranium pink with scarlet center. Very beautiful.....	25c
MYRTLE (K)	A very beautiful rose pink flower. A favorite with florists	15c
NINETEEN-TEN ROSE (K)	Rose pink shading to rose red	10c
NORA (Velthuys)	Grayish lavender flowers. Purple stripe on lower petals. Very fine. Special.....	15c
ORANGE BRILLIANT (Cave—Prim)	A very fine flower of intense color described by its name. Fine for cutting	10c
ORANGE GLORY (K)	Ruffled. Peach red, suffused scarlet. Throat blotched carmine. Lighter stripes in lower petals	10c
PEACE (Groff)	White with Tyrian rose in the throat	5c
PRIDE OF GOSHEN (K)	Ruffled. A very large salmon or flesh-pink flower of the Glory type.....	10c
PRIMUNELLA (K—Prim)	Ruffled. Color cartridge buff, suffused peach-red; lower petals pinard yellow striped carmine. A wonderful butterfly, orchid-like flower. Special price.....	10c
PRINCE OF WALES (Van Zanten)	A pure golden salmon that is very beautiful	10c
PURPLE GLORY (K)	Ruffled. Amaranth-purple over Tyrian rose shading into dark purple in the throat. One of the most magnificent flowers grown	25c
PYTHIA (K)	Spectrum red, blotched carmine. Medium size bulbs	15c
RED FIRE (K)	Rich pure self-colored red.....	35c
REV. EWBANK (Velthuys)	The best light blue.....	35c
ROANOKE (K—Prim)	A large vigorous yellow primulinus. Medium size bulbs that will throw fine spikes	10c
ROSE ASH (D)	Old rose overlaid and blended daphne-pink and daphne-red; base of petals straw yellow dusted eugenia red. General effect, what is known as "Ashes of Roses." A wonderful pastel color	15c
ROSE GLORY (K)	Ruffled. Pure rose pink deepening toward throat. Many times a prize winner.....	25c
ROSEMARY (Bales)	A wonderful new gladiolus. The ground color is white overlaid very closely by fine	

hair lines and stipplings of lavender rose. This is one of the gems from the Rochester Show	\$1.50
RUBINI (Heemskirk) Large, showy, orange scarlet with white eye	25c
SIR ROGER CASEMENT (D) Ruffled. Oxblood red. The finest dark-red gladiolus. Stock very scarce. Medium size	25c
SYDONIA, very fine deep violet, rare. Small to medium bulbs	10c
SYMMETRY (Burbank, 1915) A fine dark pink.....	50c
THOS. T. KENT (D) Shell pink overlaid with strawberry. Crimson streak on each petal. Large bulbs, 25c; Small	15c
TYCKO ZANG (Austin) One of the greatest at the 1925 A. G. S. Show at Rochester. A beautiful shade of clear salmon pink with a brilliance unsurpassed. Large flowers	\$3.00
TYRIAN BEAUTY (K) Beautiful tyrian rose color. The most wonderful and sensational color ever seen in gladioli	20c
VIRGINIA (Syn. Scarlet Princes—K) the richest red-scarlet color. Scarlet Princes won a first prize at A. G. S. Show in 1925. By all means take my advice and include this one. Large, 15c; medium, 10c; small,	5c
WAR (Groff) Deep blood red, one that stands out in your garden and will be the first one seen as well as the last	10c
WILBRINK (Hopman) An extra early flesh pink gladiolus much used by florists. Medium 5c; small 3c	
MIXTURE contains named varieties, rejected seedlings (that are often good enough to name) and occasionally a Los Angeles, LaVerne or others of my introduction. Large, medium and small all mixed. Each, 8c; per dozen.....	50c



PHILOSOPHY FROM A GARDEN

A friend was once extolling to Dr. Karl Kellogg, of the famous Battle Creek family, his enthusiasm for the game of golf. "Why" said his friend, "I become so enthused in a game that I forget even that there is a God."

"Well," said Dr. Kellogg, "I prefer my garden, because it never lets me forget there is a God."

SECOND GROWTH SPIKE OF THE LOS ANGELES



REPRODUCTION OF AN ORIGINAL PHOTOGRAPH

The photograph from which the above half-tone was made was not retouched in any way and shows the interesting and valuable tendency of the *Gladiolus Los Angeles* to send up new spikes from the cut-stem. So far as is known this is the only variety to exhibit this tendency.

The value to the florist is at once apparent, for it means an abundant supply of blossoms from each bulb planted. As many as ten branches have been given from a single bulb.

IF YOU ARE A MEMBER PLEASE HAND THIS TO SOME FRIEND

Special Offer

Garden & Home Builder
(yearly rate \$3.00)

and membership in American Gladiolus Society
(annual dues \$2.00)

BOTH for only \$4.00

Garden & Home Builder is the most reliable, timely and complete guide for the garden. Each month it covers the garden work for that month.

The A.G.S. will send you its monthly magazine, devoted solely to Gladiolus. **This combined, unusual service will aid with every problem of your garden.**

"I hereby apply for membership in the American Gladiolus Society, and inclose \$2.00 as annual membership dues, \$1.00 of which is for a year's subscription to the 'American Gladiolus Society Monthly Bulletin.'"

Mail this application and \$2.00 to

JOHN C. DAVIS, Sec. and Treas., 77 South Ave., Rochester, N. Y.

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Name

Street and No.

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State

Amateur or Professional

BECOME A MEMBER OF THE AMERICAN GLADIOLUS SOCIETY

OVER

The Gladiolus, The King of Flowers

Would you like to know more about growing Gladiolus? Would you like to know how to make them bloom like your neighbors? Wouldn't it please you to be able to produce these long spikes with many flowers open, such as you see at the flower shows or in your florist's show windows? Would it be interesting to you to know what new varieties are being created; their color, size, and price?

There are no secrets in all these. If you will become a member of the American Gladiolus Society, you will receive its beautiful 32-page monthly "Bulletin," which explains all these things and teaches you how to grow them as good as the professional. The "Bulletin" will also teach you the best varieties and proper colors to grow for different effects and purposes.

Why have nearly four thousand amateurs joined the Society in the past five years? They are "in search of knowledge," and the best place to find it is in the columns of the A. G. S. Official "Bulletin," any issue of which is worth the full cost of membership.

Garden & Home Builder is published in a 20-acre garden—a vast experimental station. Here every new plant, new spray and insecticide, and new cultural method is tested. The results come to you each month in this reliable, fully illustrated periodical. It helps with every phase of garden work in every kind of a garden.

This magazine has been enlarged, its policy broadened, its name changed to Garden & Home Builder,—to help with the house as well as with the garden. With more garden material than ever, this is the best garden and home magazine published.

SPECIAL OFFER:

Garden & Home Builder	}	\$4.00
and		
Membership in the A. G. S.		

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This Certifies that the holder has sent in ----- names of
FLOWER LOVERS and is entitled to a free present when this coupon
accompanies an order for bulbs.

If desired additional names may be sent. Clip this coupon to your list and you will be given credit for all sent. Be sure all names are of genuine flower lovers who are likely to purchase. Other names are only an expense and will but hinder an enterprise in which all flower lovers should be willing to help.

The present we send you may not be very expensive but it will be a beautiful variety and to it we add our gratitude.

CECIL E. HOUDYSHEL
LA VERNE, CALIFORNIA

Published
Monthly

THE FLOWER GROWER

For all who grow flowers

ESTABLISHED 1914

MADISON COOPER, Editor & Publisher, CALCIUM, N.Y.

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THE FLOWER GROWER is all that the name implies *AND MORE*. It tells all about flowers and it tells many other things of interest to those who aspire to better living conditions and more beautiful surroundings. Teaches balanced activities and a sane perspective.

Tells about the Rose, Dahlia, Iris, Peony, Gladiolus, wild flowers and other flowers. Questions and Answers; Odds and Ends; Musings; Timely Suggestions; Wayside Ramblings; Our Birds; and many other interesting and helpful things. THE FLOWER GROWER has an editorial department and an editorial policy, which is strangely lacking in most magazines.

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G. E. HOUDYSHEL

BULB SPECIALIST

LA VERNE, CALIFORNIA

Name

Address

GLADIOLUS LOS ANGELES

SPECIAL INFORMATION TO GROWERS



HERE can be no doubt that the Los Angeles is destined to be one of the most popular florists' gladiolus ever introduced, ranking with America, Pendleton and Kirtland. Wise growers with the experience of the past, know that they must be prepared with new varieties of superior merit in order to sell profitably. There may be money in growing Pendleton, on contract at \$8.00 per 1000 as has been done, but few of us care to do it. One good reason is that it actually requires more capital to grow the cheap varieties profitably than is required to grow the Los Angeles or other of the rarer novelties. Shall I prove that statement? Compare then the Pendleton and the Los Angeles. One can buy plenty of Pendleton for about one twenty-fifth of the price of the Los Angeles. To plant \$1,000 worth of Pendleton one will require twenty-five times as much land; and the labor of preparing the land, planting, weeding, irrigating, cultivating, digging, cleaning, grading, storing, selling, and shipping will all be twenty-five times as great. There will be other expenses in the same ratio, for example, irrigation if necessary. One might think that it would be much easier to sell the cheaper sorts but we have found it is actually easier to sell the newer and higher-priced ones.

The Los Angeles as a Cut Flower

It is as a florists' flower that the Los Angeles has come to the front. The flower itself is not large but a fair number are open at one time and the color is most bewitching. It has been called a glorified Gretchen Zang but that is hardly right because Gretchen Zang is already glorified, but it resembles Zang though not related.

We describe the flower as shrimp pink tinted orange with orange tinted carmine throat. Some have called it orange pink, others coral pink. It seems to me that the orange tone is only mildly suggested.

The Los Angeles is one-fourth Primulinus and has a very long blooming spike which when cut will bloom out to the end. It is so very long that the florists usually break off the end when using freshly cut spikes. A No. 1 bulb will easily produce a four-foot cut stem or better. The variety is the most vigorous grower I have ever had. If planted quite far apart the plant spreads itself sideways with many branches, but when planted close together these are not so developed, the strength going mostly into one stem. But on account of the fact that it frequently sends up three or more stalks per bulb, it must be given more space than other varieties.

Florists here who are willing to pay a little more for the Los Angeles find that the more discriminating buyers will often specify that they must have that "beautiful pink gladiolus" or the Los Angeles if they find out the name. Florists often keep the name of a flower obscure to prevent a customer from going elsewhere for the same thing.

Among the most frequent purchasers of the gladiolus Los Angeles here are the Artists of the Silver Screen. The first time she saw it one artist of international fame bought the florist's complete stock. Here is a little illustrative episode. The day before Christmas (1925) I stepped into one of the most fashionable florist's in Los Angeles a little late. It was in fact almost noon. I was met by a howl, and the remark, "Mr. Houdyshel, you are the only man in Los Angeles who has ever kept — — waiting. She is not waiting for you, though, but for twenty-five baskets containing gladiolus Los Angeles to send her friends for Christmas." The blank represents a name famous on every continent, one of our best beloved stars.

Cut flower growers for city trade can do just what has been done here, capture the cream of business and get top prices for their product. One grower here, The Altman Floral Co., has already invested \$3260 in bulbs—he can't get bulblets. This may be a record amount to invest in one new variety—I do not know—but it is quite considerable anyway. Imagine my surprise the other day when conferring with Mr. Altman regarding the price of bulbs after saying to him, "I suppose you will sell a few bulbs next year," when he replied, "No, I am planning to buy more from you. I have bought more land. I will see you about it soon. I am completely sold on the Los Angeles. I have been a retail and wholesale florist for twenty-five years and I have never seen its equal." Other growers here have bought or plan to buy from \$100 to \$2,500 worth. They of course have seen retail florists buying the Los Angeles from the one grower who sells it in the market. And this by the way is the real test of a flower. Not the fact that this variety received the first prize for the best commercial pink at the A. G. S. Show at Rochester, N. Y., in 1925. One might think that the fact that the originator was one of twelve judges had a bearing but I do not believe so. There is some variation also in the value of this award depending on the amount of competition. But the award is not given except justified by the merit of a flower. But this is one inexorable judge, whose decision is final and correct. He is not affected by prejudice, shows no favoritism, and always selects from strong competition. His name is THE FLOWER PURCHASING PUBLIC. Judged that way there is but one real rival out here and it is that beautiful and wonderful gladiolus—the Virginia. There is no real competition, however, as they are entirely different types; one does not take the place of the other.

(OVER)

BE SURE TO READ
OUR SPECIAL OFFER
ON BACK OF SHEET

Landscape Value of the Los Angeles

Mr. Chas. E. F. Gersdorff's report on the Los Angeles was "Exhibition 94, Commercial 97, Landscape 98." To which he adds, "This is one of the nicest things I have seen."

I do not need to tell you that Mr. Gersdorff stands preeminent as an appraiser of the value of a gladiolus. His findings are accepted as nearly conclusive.

Please note the high rank as a landscape plant. In ability to produce a large number of flowers though an exceptionally long season the Los Angeles has no rival. If the bulbs be given sufficient room and proper culture they surely "spread themselves." The side branches are so numerously developed that the clump looks almost like a shrub. If the first spike be cut even to the ground and the leaves left on, a fair proportion of them, if given good culture, will send up a new spike from the old stump, thus making this a

"Cut and Come Again" Gladiolus

This is the first time this mutation has ever been observed. These second growth spikes, under proper conditions, are produced freely enough in a bed to make a good showing of flowers for about double the usual blooming period.

It is probably the nearest possible approach to an "Everblooming Gladiolus."

Combining as it does such exceptional merit as a florist's as well as a landscape flower, no great amount of business perspicacity is required to see how this affects the grower's opportunity for profit.

We have mentioned the interest of local growers and their purchases. They have had exceptional opportunity to judge. Mr. J. D. Long, of Boulder, Colorado, had only his own judgment founded upon a half-dozen bulbs sent him last year to guide him. Being both wise and bold he sent his check for \$500, which he stated was all he ever put into one new variety. He has since stated that he expects to double or treble that before planting time and has reserved the stock, thus exceeding a fixed limitation. The size of Mr. Long's purchase, however, is not my only cause for satisfaction. From dozens of sources from the East and from the West there have come to me letters expressing highest confidence in Mr. Long's judgment and his integrity. One man from Oregon writes me a paean of praise to Mr. Long for help and advice, and even financial assistance, which helps me to retain my confidence in humanity in spite of several disastrous personal experiences. So I congratulate myself most of all for his interest and his influence.

Selling Plan

My plan for selling stock is quite different from any used by other originators. It was designed as much for protection of other growers as for my own. I believe that it should be a matter of serious concern to me to see that growers who invest in my varieties should make money from them. For that reason I offered last year when introducing the Los Angeles that anyone who did not find my claims justified or who did not for any reason like the flower and feel pleased with their investment could return the bulbs with increase to me and have their money back. Not one wished to return his stock, however.

To those who have never seen the Los Angeles I am still willing to sell on this guarantee plan. I will charge you 10 per cent extra for the stock and give you a legal guarantee that you may grow one year and if not satisfied you may return all the stock and increase, bulbs and bulblets, and I will return your money.

The second point in my plan is that I will not lower my price on the Los Angeles for three years except to meet competition. Many growers complain that they have bought high priced bulbs and by special care have rapidly increased them until a stock was worked up, only to discover that the originator of the variety, in order to corner the retail sales, had suddenly lowered his price to a point which deprived them of any profit. This is not mentioned as my opinion nor is it a reflection on any one. It has been in fact a complaint made against several originators and may very likely not be intentionally deserved. But the growers as well as the originator deserve a profit. Naturally the originator of a variety can reserve sufficient stock to be able to undersell everyone else. My policy on this is not evaded but is herein so definitely stated as to amount practically to a contract with you. I am quite sure three years will give you time to realize a wonderful profit and it is probable that the price of stock will be wholly out of my hands after that. During that time however my price will be lowered only to meet competition but never go under it. In this way the growers themselves may determine the price.

Point three in my sales policy. One price for all sizes and no bulblets sold. This is the only logical way to introduce a novelty. If the originator sells bulblets it is likely that the variety will become so quickly disseminated as to reduce the opportunity for profitable growing for both himself and all others. I strongly advise you not to sell your bulblets of Los Angeles before the planting season of 1928. I do not intend to do so. Now let us cooperate if you invest in bulbs of the Los Angeles. I shall do a lot of advertising which will help you too. Let us all advertise, exhibit and boost the Los Angeles.

THE PRICE. Owing to a misunderstanding the price has been quoted at a figure lower than I intended. But I shall accept my own responsibility for the error I made and give you that price. I will send additional bulbs to those who have already purchased from this season's crop at a higher price.

Per dozen, \$5.00; per 100, \$30.00; per 1,000, \$250.00.

See my retail catalogue, "New Creations in Gladioli," for other varieties. It contains also numerous testimonials for the Los Angeles from amateur and professional growers, and an article on "Everblooming Gladioli."

C. E. HOUDYSHEL, LaVerne, Calif.

30 DAY OFFER

Advertising takes money. In order to get it early I make this special offer:

To all who order or reserve \$100 worth of bulbs or more and pay cash within thirty days of receiving this, I will give the 1000 rate and one-tenth as many bulblets as bulbs. The bulblets are free, I do not sell them. That is for \$100 you get 400 bulbs and 40 bulblets free. For \$250 you get 1000 bulbs and 100 bulblets free.

C. E. HOUDYSHEL, LaVerne, Calif.

